Media Contact: Pete Spinner
Hannah Banana
Phone: 847-242-9441
Fax: 847-242-0311
Email: pete.spinner@hannahbananabread.com

Hannah Banana™ and Kehe Food Distributors Enter National Distribution Deal

Distributor to Carry Four High-Quality Products From New National Association for Specialty Food Trade Member

GLENCOE, IL—August 12, 2008—Hannah Banana™ is pleased to announce four of its best-selling banana bread and pumpkin bread products are now available nationally through Kehe Food Distributors. Six-inch MINI loaves of Classic, Blueberry and Chocolate Chip Hannah Banana Breads™ and Peter Pumpkin Bread™ are the first products to be introduced to Kehe. All have been sold directly to specialty food and grocery retailers since they were released by the company, which was founded in 2000. The distribution agreement was established shortly after Hannah Banana joined the National Association for Specialty Food Trade (NASFT) and exhibited several of its brands at The Fancy Food Show in Chicago earlier this year.

“One of the things we were looking for at The Fancy Food Show was a line of high-quality baked goods that tasted fantastic, maintained their freshness after being frozen and thawed and had an appealing story behind them,” said Arn Grashoff, executive director of perishables for Kehe Food Distributors. “Hannah Banana is a wonderful entrepreneurial story about a company that provided a perfect match for us and we expect our retail customers will do very well with these products.”

With a room temperature shelf-life ranging between 5-7 days, Hannah Banana Breads and Peter Pumpkin Bread will be packed in eight-piece case packs, pulled from frozen storage and slacked out once landed at retail stores. Each loaf weighs 12.75 oz. and will be sold at a suggested retail price of $5.99 per piece.

(More)

“There has been a dramatic increase in the number of retailers who want to carry our products over the last two years, but existing distribution options have oftentimes been insufficient to pursue these opportunities effectively,” said Lisa Spinner, president and founder of Hannah Banana. “Kehe has a long-established track record of supporting high-quality products like ours and we are absolutely thrilled to introduce the Hannah Banana Bread and Peter Pumpkin Bread brands to their distinguished retail customer base.”

Hannah Bananahas also established numerous partnerships that have helped increase awareness of its brands. The company most recently joined the NASFT in March and Spinner she is optimistic that Kehe Foods is the first of many important contacts her company will form through the organization.

“We have been in business long enough to know that our company can build a nationally-recognized brand image a lot more effectively if we form relationships with the best professionals in the industry,” Spinner said. “The NASFT has already provided huge value to our company this year and we are enthusiastic about what will transpire in the future as we increase our participation within the organization.”

“NASFT members like Hannah Banana are the innovators who create new products that delight our consumers,” said NASFT President Ann Daw. “It’s exciting to see the progress they’re making.”

# # #

Hannah Banana™
Based in Glencoe, IL, Hannah Banana™ was founded in 2000 to provide gourmet-caliber baked goods derived from a series of family-owned recipes. The company’s baked good lines include Hannah Banana Breads™, Peter Pumpkin Breads™, JonConnor Apple Cinnamon Bread™ and Declan’s Irish Soda Bread™. All Hannah Banana products are sold through coffee houses, specialty grocers, in-store cafes, gourmet foods delivery services, catalogues and restaurants. They are also packaged and drop shipped as corporate and personal gifts. Call 847-242-9441 for more details or visit www.hannahbananabread.com.

About Kehe Food Distributors, Inc.
Kehe Food Distributors Inc. is an employee-owned company, headquartered in Romeoville, IL, which distributes specialty, gourmet, natural & organic, Kosher and ethnic foods to more than 12,000 retail customers in 49 states, Mexico, and the Caribbean.

The National Association for the Specialty Food Trade is a not-for-profit business trade association established in 1952 to foster trade, commerce and interest in the specialty food industry. The NASFT is an international organization composed of domestic and foreign manufacturers, importers, distributors, brokers, retailers, restaurateurs, caterers and others in the specialty foods business. The organization has more than 2,500 current member companies throughout the U.S. and overseas.

ADDENDUM
HANNAH BANANA BREAD PRODUCTS
AVAILABLE THROUGH KEHE

The Hannah Banana™ Story:
Lisa Spinner's house was filled with guests who had come to celebrate her daughter Hannah's christening when the phone rang. A local baker had forgotten about a dessert basket Lisa had ordered for the party. Lisa had added chocolate chips to her grandmother's Classic banana bread recipe and baked two loaves the previous evening. She sliced them up in the hope they would be "good enough" for her family and closest friends. They were gone within five minutes of being served and Lisa was encouraged to start a baked goods company, which she did in the fall of 2000. The company has since grown from a local provider of select banana breads into a provider of several nationally-distributed brands of gourmet-quality dessert breads.

Classic Hannah Banana Bread™ Story:

Hannah Banana Founder and President Lisa Spinner inherited her grandmother's talent for baking, as well as some sketchy notes outlining a recipe for Classic banana bread. Lisa tweaked the recipe, improvising where ingredient increments were unclear and ultimately arrived at wonderfully moist and flavorful banana bread that her family and friends enjoyed well before any ideas about starting a baked goods company were formed. Classic Hannah Banana Bread, the recipe that started it all, remains one of the company's best-selling products.


Nutrition Facts

Chocolate Chip Hannah Banana Bread™ Story:

Those familiar with Hannah Banana's history know that Chocolate Chip banana bread was served by the company's founder, Lisa Spinner, at her daughter Hannah's christening party after a dessert basket was not delivered. The bread was such a hit that family and friends encouraged Lisa to start a company. She obviously did and Chocolate Chip Bread remains one of the company's best-selling products to date.


Nutrition Facts

Peter Pumpkin Bread™ Story:

Hannah Banana Vice President Peter Spinner didn't necessarily ask to have a product named after him…it just sort of worked out that way. Peter Pumpkin Bread carries a zesty array of cinnamon, cloves and nutmeg inside its moist, pure-pumpkin flavored center. A Turbinado sugar topping carries a satisfyingly crisp and sweet blend of flavor that consumers have come to love.


Nutrition Facts

Blueberry Hannah Banana Bread™ Story:

Another of the original four Hannah Banana Bread flavors that were launched by Hannah Banana, blueberry banana bread remains a top seller year round, especially in the late spring and summer. Fresh blueberries add powerful bursts of fruit flavor to the Classic banana bread recipe.


Nutrition Facts

Kehe Foods MINI-Loaf Product Specs:

Case pack	8 / 12.75 oz.
Case Dimension In.	10" x 8" x 8"
Case Net Weight	6.90 LBS
Individual Unit Weight	12.75 oz
Product Dimension In.	6 x 3 x 3
Shelf Life Frozen	9 Months
Shelf Life Refrigerated	10 Days
Shelf Life Room Temp	5-7 Days
Kosher	No
UPC Code	Yes
All Natural	Yes
MSRP	$5.99 per loaf